



Main Idea for Disclosure

Title of disclosure (in English)

Business Method to Improve Customer Satisfaction During Holds on WAP Phones

Idea of disclosure

1. Describe your invention, stating the problem solved (if appropriate), and indicating the advantages of using the invention.

Problem

During peak periods businesses often have to put their customers on hold. This causes immense irritation and frustration. On a cell phone, the situation is worsened by the fact that users have to pay by the minute. In this disclosure we propose a mechanism for WAP (Wireless Application Protocol) enabled cell phones, where businesses can push customized content useful to the user to alleviate her frustration at having to hold.

Solution

We have sketched a mechanism for customized music/content selection while on hold. That applies to PSTN systems. WAP phones allow a much higher degree of flexibility because the user can use WAP features while she is put on hold on the PSTN line. In effect, there are two threads (in the simple case) of access. Moreover, with the advent of Bluetooth (a wireless RF-based protocol) enabled headsets (with wireless connection to the handset), the handset is now freed to do other things.

We propose that businesses utilize this handset-headset decoupling to improve customer satisfaction during hold times. The customer's profile can be downloaded to push content (during the hold period) that is of interest to her. For example:

- games can be pushed to the user's microbrowser (with the possibility of the user selecting from a set of options)
- options about music selection on the other channel (headset) can be pushed
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Exhibit B (cont)

- context specific information can be pushed: e.g. a stockbroker can push stock report snippets on companies user has traded in the recent past
- restaurants can push information about their menu of the day" or may be nutritional information or about recipes
- ...
- Businesses thus provide user-preferred content to keep customers satisfied, thereby improving business climate and opportunities leading to better customer satisfaction.